

### CLAIMS

Please amend the claims as follows:

1.-26. (Cancelled)

27. (Currently Amended) A sales system for coupling to a communications network, comprising:

a first sales interface at a first network address, the first sales interface including a first set of user interface elements;

a second sales interface at a second network address, the second sales interface including a second set of user interface elements;

a sales server at a third network address that operates the first and second sales interfaces while providing an impression that they are being operated by different entities, the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements, the sales server is operative to create the impression that the sales interfaces are being operated by different domains by operating with the address of the first sales interface mapped to a first domain and the address of the second sales interface mapped to a second domain different from the first domain, and the first sales interface includes links to a first set of pages not operated by the sales server but being mapped to the first domain, and the second sales interface includes links to a second set of pages not operated by the sales server but being mapped to the second domain; and

a central database system adapted to receive listings of items for sale, the listings received from the sales server, the central database to store the listings, wherein the listings are offered on the first sales interface or the second sales interface.

~~a first member server at a fourth network address to operate the first set of pages; and~~

~~a second member server at a fifth network address to operate the second set of pages.~~

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28. (Previously Presented) The system of claim 27 wherein the addresses of the first and second sales interfaces are mapped using DNS mapping.
29. (Previously Presented) The system of claim 27 wherein the first and second sales interfaces presented are each operative to present a plurality of linked pages.
30. (Cancelled)
31. (Previously Presented) The system of claim 27 wherein the first sales interface includes elements that are also included in the first set of pages and wherein the second sales interface includes elements that are also included in the second set of pages.
32. (Previously Presented) The system of claim 27 wherein the first sales interface includes a header that is also included in the first set of pages and wherein the second sales interface includes a header that is also included in the second set of pages.
33. (Previously Presented) The system of claim 27 wherein the first sales interface presented includes interface elements that include at least part of a name of the first domain, and wherein the second sales interface presented includes interface elements that include at least part of a name of the second domain.
34. (Previously Presented) The system of claim 27 wherein the first and second domains belong to different legal entities.
35. (Currently Amended) A sales system for coupling to a communications network, comprising:
- a first sales interface at a first network address, the first sales interface including a first set of user interface elements;
  - a second sales interface at a second network address, the second sales interface including a second set of user interface elements;

a sales server at a third network address that operates the first and second sales interfaces while providing an impression that they are being operated by different entities, the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements, the customization interface is operative to provide different headers for the first sales interface and for the second sales interface, and the first sales interface includes links to a first set of pages not operated by the sales server but being mapped to the first domain, and the second sales interface includes links to a second set of pages not operated by the sales server but being mapped to the second domain;

a first member server at a fourth network address to operate the first set of pages; [[and]]

a second member server at a fifth network address to operate the second set of pages; and

a central database system adapted to receive listings of items for sale, the listings received from the sales server, the central database to store the listings, wherein the listings are offered on the first sales interface or the second sales interface.

36-37. (Cancelled)

38. (Currently Amended) A sales method for operation through a communications network, comprising:

receiving customization commands from a first accountholder;

receiving customization commands from a second accountholder;

presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder;

presenting a second networked sales interface through the network for the second accountholder based on input received from the second accountholder,

the steps of presenting are performed by a provider for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders, and the steps of presenting present the first networked sales interface at a first domain and present the second networked sales interface at a second domain, and the steps of presenting present the first networked sales interface as including links to a first set of pages not operated by the sales server but being mapped to the first domain, and

present the second networked sales interface as including links to a second set of pages not operated by the sales server but being mapped to the second domain;

storing listings of items for sale in a central database system adapted, the listings received from the sales server, wherein the listings are offered on the first sales interface or the second sales interface;

operating the first set of pages by a first member server; and

operating the second set of pages by a second member server.

39. (Previously Presented) The method of claim 38 wherein addresses of the first and second networked sales interfaces are mapped using DNS mapping.

40. (Previously Presented) The method of claim 38 wherein the steps of presenting are operative to present each of the first and second networked sales interfaces as including a plurality of linked pages.

41. (Cancelled).

42. (Previously Presented) The method of claim 38 wherein the steps of presenting present elements in the first networked sales interface that are also included in the first set of pages and present elements in the second networked sales interface that are also included in the second set of pages.

43. (Previously Presented) The method of claim 38 wherein the steps of presenting present a header in the first networked sales interface that is also included in the first set of pages and present a header in the second networked sales interface that is also included in the second set of pages.

44. (Previously Presented) The method of claim 38 wherein the steps of presenting present the first networked sales interface as including interface elements that include at least part of a name of the first domain, and present the second networked sales interface as including interface elements that include at least part of a name of the second domain.

45. (Previously Presented) The method of claim 38 wherein the first and second domains belong to different legal entities.

46. (Currently Amended) A sales method for operation through a communications network, comprising:

- receiving customization commands from a first accountholder;
- receiving customization commands from a second accountholder;
- presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder;
- presenting a second networked sales interface through the network for the second accountholder based on input received from the second accountholder,
- the steps of presenting are performed by a provider for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders, and the steps of presenting present the different headers for the first networked sales interface and for the second networked sales interface, and the steps of presenting present the first networked sales interface as including links to a first set of pages not operated by the sales server but being mapped to the first domain, and present the second networked sales interface as including links to a second set of pages not operated by the sales server but being mapped to the second domain;

- receiving listings of items for sale at a central database system, the listings received from the sales server, the central database to store the listings, wherein the listings are offered on the first sales interface or the second sales interface;

- operating the first set of pages by a first member server; and
- operating the second set of pages by a second member server.

47.-48. (Cancelled)

49. (Previously Presented) The system of claim 27, wherein the first member server and the second member server are operated by different legal entities.

50. (Previously Presented) The system of claim 27, wherein the first domain includes a domain name for the first member server that includes a subdomain name for the sales server that includes a subdomain name for the first user interface, and wherein the second domain includes a domain name for the second member server that includes a subdomain name for the sales server that includes a subdomain name for the second user interface.

51. (Previously Presented) The system of claim 27, wherein the sales server is an auction server and wherein a first registration process is utilized to access the first member server and wherein a second registration process is utilized to access the second member server.

52. (Previously Presented) The system of claim 27, wherein the sales server is an auction server and wherein the auction server is accessed without first accessing the first member server, and wherein the auction server is accessed without first accessing the second member server.

53. (Previously Presented) The system of claim 27, wherein the sales system is an auction system, and wherein the sales server is an auction server, and wherein the first set of pages are used to access the first sales interface.

54. (Previously Presented) The system of claim 53, wherein the first sales interface is used to receive a bid from a user.

55. (Previously Presented) The system of claim 53, wherein the auction server is to generate the first sales interface.

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56. (Previously Presented) The system of claim 53, wherein the auction server is to generate the first sales interface to resemble the first set of pages.
57. (New) The system of claim 1, wherein the sales system is an auction system, and the items for sale are auction items, wherein the first and second sales interfaces are auction interfaces.
58. (New) The system of claim 57, wherein each auction interface corresponds to an auction site, and wherein the central database system is adapted to store auction items available on the auction sites.
59. (New) The system of claim 58, wherein the sales server is an auction server, and the auction server is further adapted to receive bids from the auctions sites.
60. (New) The system of claim 59, wherein the auction server is further adapted to store the received bids in the central database system.
61. (New) The system of claim 60, wherein the auction server is further adapted to index the received bids.
62. (New) The system of claim 61, wherein the received bids are stored as part of a series of item bidding histories in the central database system.
63. (New) The system of claim 62, upon expiration of an auction period for an item, the auction server determines a highest bid and compares the bid to a reserve price, wherein if the highest bid is above the reserve price the bid is successful.
64. (New) The system of claim 57, wherein the auction server is adapted to receive a listing file from a user and merge the listing file into the listings stored in the central database system as a series of listing items.

65. (New) the system of claim 64, wherein the auction server comprises a publisher subsystem adapted to create at least a portion of the first or second sales interfaces prior to receiving a user request.

66. (New) The system of claim 65, wherein the publisher subsystem stores an object model representation of the central database system, wherein the representation is for accessing data in the central database system in generating the first or second sales interfaces, and wherein the representation is modified on retrieval of changed records from the central database system.

67. (New) The system of claim 66, wherein the publisher subsystem maintains a dirty bit to indicate a change since the last generation of the first or second sales interfaces.

68. (New) The system of claim 67, wherein the publisher subsystem scans the central database system to find changed records, and applies rules to determine which changed records incur modifications to the representation.